

WHAT IS CLAIMED IS:

1. A portable sunshade comprising:

a mast extending in a generally vertical direction;

a support structure attached to the mast at a lower end thereof to support the mast;

a boom attachment collar slidably engaging the mast, the collar selectively positionable along a portion of the mast;

a boom having a first and second end and a longitudinal axis, the boom engaging the collar at the first end in a manner allowing the boom to be rotated about the longitudinal axis and secured in selectable positions of rotation;

a canopy assembly attached to the second end of the boom; and

a boom support strut having first and second ends, pivotably attached to the mast above the slidable collar and to the boom at a point between the first and second ends of the boom.

- 2. The portable sunshade of claim 1 further comprising a hub positioned at the second end of the boom, the hub having a plurality of radial ribs to support the canopy.**
- 3. The portable sunshade of claim 2 wherein the radial ribs are pivotable around the hub to fold the canopy against the boom.**
- 4. The portable sunshade of claim 3 wherein the radial ribs and the boom lie substantially in the same plane.**
- 5. The portable sunshade of claim 2 wherein the hub comprises a pair of opposing plates spaced apart by rib plugs, and the ribs pivot with the rib plugs.**

6. The portable sunshade of claim 1 wherein the support structure comprises a horizontally-extending plate, such that a heavy object may, by bearing on the plate, support the mast.
7. The portable sunshade of claim 1 wherein the support structure comprises an assembly of folding legs, deployable at essentially a right angle to the mast to support the mast, or foldable along the mast for portability.
8. The portable sunshade of claim 1 wherein the mast comprises an assembly of telescoping tubes, such that the height of the mast may be adjusted.
9. The portable sunshade of claim 1 wherein the support structure comprises an attachment mechanism to attach the mast to an upwardly projecting shaft of a utility rack of a recreational vehicle.
10. The portable sunshade as claimed in claim 7, wherein the support structure further comprises at least three limbs pivotable relative to a sliding collar, at least three arms each pivotally sandwiched between the sliding collar and a corresponding one of the at least three limbs and at least three weights removably located between two adjacent limbs to secure the support structure.
11. The portable sunshade as claimed in claim 7, wherein the support structure comprises a base plate with a supporting tube securely formed on a top face of the base plate and a sliding collar insertable into the supporting tube such that a bolt-nut combination is able to secure relative position between the sliding collar and the base plate.
12. A portable sunshade comprising:
 - a mast extending in a generally vertical direction;
 - a support structure attached to the mast at a lower end thereof to support the mast and comprising at least three limbs pivotable relative to a sliding collar, at least three arms each pivotally sandwiched between the sliding collar and a

corresponding one of the at least three limbs and at least three weights removably located between two adjacent limbs to secure the support structure;

a boom attachment collar slidably engaging the mast, the collar selectively positionable along a portion of the mast;

a boom having a first and second end and a longitudinal axis, the boom engaging the collar at the first end in a manner allowing the boom to be rotated about the longitudinal axis and secured in selectable positions of rotation;

a canopy assembly attached to the second end of the boom;

a boom support strut having first and second ends, pivotably attached to the mast above the slidable collar and to the boom at a point between the first and second ends of the boom; and

a hub positioned at the second end of the boom, the hub having a plurality of radial ribs to support the canopy, wherein the radial ribs are pivotable around the hub to fold the canopy against the boom and the radial ribs and the boom lie substantially in the same plane.

13. The portable sunshade of claim 12 wherein the hub comprises a pair of opposing plates spaced apart by rib plugs, and the ribs pivot with the rib plugs.
14. The portable sunshade of claim 13 wherein the support structure comprises a horizontally-extending plate, such that a heavy object may, by bearing on the plate, support the mast.
15. The portable sunshade of claim 14 wherein the support structure comprises an assembly of folding legs, deployable at essentially a right angle to the mast to support the mast, or foldable along the mast for portability, wherein the mast comprises an assembly of telescoping tubes, such that the height of the mast may be adjusted.

16. The portable sunshade of claim 15 wherein the support structure comprises an attachment mechanism to attach the mast to an upwardly projecting shaft of a utility rack of a recreational vehicle.

17. A portable sunshade comprising:

a mast extending in a generally vertical direction;

a support structure attached to the mast at a lower end thereof to support the mast and having a base plate with a supporting tube securely formed on a top face of the base plate and a sliding collar insertable into the supporting tube such that a bolt-nut combination is able to secure relative position between the sliding collar and the base plate;

a boom attachment collar slidably engaging the mast, the collar selectively positionable along a portion of the mast;

a boom having a first and second end and a longitudinal axis, the boom engaging the collar at the first end in a manner allowing the boom to be rotated about the longitudinal axis and secured in selectable positions of rotation;

a canopy assembly attached to the second end of the boom;

a boom support strut having first and second ends, pivotably attached to the mast above the slidable collar and to the boom at a point between the first and second ends of the boom; and

a hub positioned at the second end of the boom, the hub having a plurality of radial ribs to support the canopy, wherein the radial ribs are pivotable around the hub to fold the canopy against the boom and the radial ribs and the boom lie substantially in the same plane, wherein the hub comprises a pair of opposing plates spaced apart by rib plugs, and the ribs pivot with the rib plugs.

18. The portable sunshade of claim 17 wherein the support structure comprises a horizontally-extending plate, such that a heavy object may, by bearing on the plate, support the mast.
19. The portable sunshade of claim 18 wherein the support structure comprises an attachment mechanism to attach the mast to an upwardly projecting shaft of a utility rack of a recreational vehicle.